## Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

## **Listing of Claims:**

1. (Currently Amended) A computer software product comprising:

a computer readable storage medium having a computer program which when loaded into a personal computer <u>of a user</u> causes the personal computer to perform the following steps:

- a. locating and selecting at least one digital image supplied by a user and provided in said storage medium;
- b. incorporating said image in a game <u>provided in said storage</u> medium; and
- c. automatically displaying a prestored message <u>provided in</u> said storage <u>medium</u> to said user upon playing or completion of said game.
- 2. (Original) A computer software product according to claim 1 wherein a user of said computer program is automatically forwarded to a remote computer site upon playing or completion of said game.
- 3. (Previously Presented) A computer software product according to claim 1 wherein said computer software product includes a contest entry number that can be verified.
- 4. (Original) A computer software product according to claim 3 wherein said contest entry number is verified by calling a phone number and providing said contest entry number.
- 5. (Original) A computer software product according to claim 3 wherein said contest entry number is verified automatically by said computer program accessing a remote computer and providing said contest number so as to determined if the user is a winner.

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- 6. (Original) A computer software product according to claim 5 wherein contest number is encrypted.
- 7. (Original) A computer software product according to claim 1 wherein said program includes providing a product coupon.
- 8. (Original) A computer software product according to claim 7 wherein said coupon is provided by printing a coupon in response to instructions by said computer software.
- 9. (Currently Amended) A computer software product according to claim 8 further comprising means for limiting the number of times said coupon may be printed.
- 10. (Original) A computer software product according to claim 2 wherein said remote computer forwards a product coupon to said personal computer for printing by said personal computer and used by said user.
- 11. (Original) A computer software product according to claim

  1 wherein said computer readable storage medium comprises a Computer Disc.
- 12. (Original) A computer software product according to claim 1 wherein said computer readable storage medium comprises a remote computer system.
- 13. (Original) A computer software product according to claim 1 wherein said game is a concentration game wherein a plurality of sections are provided that cover an image, a plurality of paired images are associated with said plurality of sections and when two like images are selected a portion of said image covered by said sections is revealed.
- 14. (Original) A computer software product according to claim 1 wherein said game comprises a puzzle.

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- 15. (Original) A computer software product according to claim 1 wherein said game comprises a square section puzzle.
- 16. (Original) A computer software product according to claim 1 wherein said locating and selecting is automatically done by said program.
- 17. (Currently Amended) A computer software product comprising:

a computer readable storage medium <u>initially</u> having <u>one or more</u> user-supplied digital images, one or more prestored messages, and one or more games a computer program which when loaded into a personal computer <u>of a user</u> causes the personal computer to perform the following steps:

- a. locating and selecting at least one digital image supplied by a user and provided in a storage medium;
- b. incorporating said at least one digital image in said one or more a games provided in said storage medium; and
- c. automatically forwarding the user to a remote computer site upon playing or completion of said game.
- 18. (Previously Presented) A computer software product according to claim 17 wherein said computer software product includes a contest entry number that can be verified.
- 19. (Previously Presented) A computer software product according to claim 18 wherein said contest entry number is verified by calling a phone number and providing said contest entry number.
- 20. (Previously Presented) A computer software product according to claim 18 wherein said contest entry number is verified automatically by said computer program accessing a remote computer and providing said contest number so as to determined if the user is a winner.

- 21. (Original) A computer software product according to claim 20 wherein contest number is encrypted.
- 22. (Original) A computer software product according to claim 17 wherein said program includes providing a product coupon.
- 23. (Original) A computer software product according to claim 22 wherein said coupon is provided by printing a coupon in response to instructions by said computer software.
- 24. (Currently Amended) A computer software product according to claim 23 further comprising means for limiting the number of times said coupon may be printed.
- 25. (Original) A computer software product according to claim 17 wherein said remote computer forwards a product coupon to said personal computer for printing by said personal computer and use by said user.
- 26. (Original) A computer software product according to claim 17 wherein said computer readable storage medium comprises a Computer Disc.
- 27. (Original) A computer software product according to claim 17 wherein said computer readable storage medium comprises a remote computer system.
- 28. (Original) A computer software product according to claim 17 wherein said game is a concentration game wherein a plurality of sections are provided that cover an image, a plurality of paired images are associated with said plurality of sections and when two like images are selected a portion of said image covered by said sections is revealed.

- 29. (Original) A computer software product according to claim 17 wherein said game comprises a puzzle.
- 30. (Original) A computer software product according to claim 17 wherein said game comprises a square section puzzle.
- 31. (Original) A computer software product according to claim 17 wherein said locating and selecting is automatically done by said program.
- 32. (Currently Amended) A computer software product comprising:

a computer readable storage medium <u>initially</u> having <u>one or more</u>

<u>user-supplied digital images</u>, <u>one or more prestored messages</u>, <u>and one or more</u>

<u>games</u> <del>a computer program</del> which when loaded into a personal computer <u>of a user</u>

causes the personal computer to perform the following steps:

- a. locating and selecting at least one digital image <u>from said</u> one or more user-supplied digital images supplied by a user and provided in said storage medium;
- b. automatically forwarding a user on said personal computer to a remote computer site upon a predetermined action for viewing a product advertisement by said user.
- 33. (Previously Presented) A computer software product according to claim 32 wherein said predetermined action comprises playing of a game.
  - 34. Cancelled
  - 35. Cancelled
  - 36. Cancelled
  - 37. Cancelled
  - 38. Cancelled
  - 39. Cancelled
  - 40. Cancelled

- 41. Cancelled
- 42. Cancelled
- 43. Cancelled
- 44. (New) A computer software product comprising:

a computer readable storage medium initially having one or more user-supplied digital images, one or more prestored messages, and one or more games which when loaded into a personal computer of a user causes the personal computer to perform the following steps:

- a. locating and selecting at least one digital image from said one or more user-supplied digital images provided in said storage medium;
- b. incorporating said at least one digital image in said one or more games provided in said storage medium; and
  - c. automatically displaying at least one prestored message from said one or more prestored messages provided in said storage medium to said user upon playing or completion of said game.
- 45. (New) A computer software product according to claim 44 wherein a user of said computer program is automatically forwarded to a remote computer site upon playing or completion of said game.
- 46. (New) A computer software product according to claim 44 wherein said computer software product includes a contest entry number that can be verified.
- 47. (New) A computer software product according to claim 46 wherein said contest entry number is verified automatically by said computer program accessing a remote computer and providing said contest number so as to determined if the user is a winner.
- 48. (New) A computer software product according to claim 44 wherein said program includes providing a product coupon.

- 49. (New) A computer software product according to claim 1 wherein said game is a concentration game wherein a plurality of sections are provided that cover an image, a plurality of paired images are associated with said plurality of sections and when two like images are selected a portion of said image covered by said sections is revealed.
- 50. (New) A computer software product according to claim 44 wherein said game comprises a puzzle.
- 51. (New) A computer software product according to claim 44 wherein said game comprises a square section puzzle.
- 52. (New) A computer software product according to claim 44 wherein said locating and selecting is automatically done by said program.